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OCTOBER 1956

EXTENSION SERVICE
Review

Special Farm and Home
Development Issue



VOL. 27

OCTOBER 1956

NO. 10

Prepared in Division of Information Programs

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Published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The printing of this publication has been approved by the Director of the Bureau of the Budget (July 31, 1955). THE REVIEW is issued free by law to workers engaged in extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington 25, D. C., at 10 cents per copy or by subscription at \$1.00 a year, domestic, and \$1.50 foreign.

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Ear to the Ground

I want to thank the many extension people in the Federal office and in the States and counties who added an extra assignment on a hot summer day to give you the best of their experiences in farm and home development.

There are many concepts of this extension method. Some States even have a different name for the unit approach to helping farm families find solutions to better living. One man said that Extension has been dealing with parts, and farm and home development deals with the sum total of parts. Referring to service in single subject-matter areas, another person said, "You can make spark plugs all day but you won't make a car."

Every State and county applies this method differently. The stories that follow are examples of how a few people are carrying out farm and home development, in their own localities, under circumstances that may differ widely from your own. They were selected to give you a good sampling of the progress being made.

We hope that each of you as you read the articles will find some philosophy or technique, perhaps an explanation or a clearer concept that will be useful to you in practicing this extension method.

Next Month

In next month's Review you will have articles on a variety of subjects: Visuals for TV, family reading, civil defense, management of family finances, consumer education, safety, improved soil fertility, and others. In each the author tries to give you something from his personal experiences that may be helpful.

Those of you who have been in the Extension Service for several years will especially enjoy an article by Virginia Wilson, daughter of M. L. Wilson, former director of the Federal Extension Service. Virginia is an able member of the Foreign Agricultural Service. She writes about the impressions that people of other countries get when they study extension work in this country.—CWB

Two Years of Progress Reveals New Challenges

by C. M. FERGUSON, *Administrator, Federal Extension Service*

AS YOU READ this special edition I believe you will be as impressed as I am at the challenge farm and home development poses for all of us. The past 2 years have seen real progress nationwide in the use of this method—to the betterment of farm families and Extension alike.

Much of this progress, and the challenges of the future, are revealed in this issue of the Review. Much more is revealed only by observing participating farm families and extension workers in action. Let's take a quick look at some of the tangible benefits that have come out of this intensive method of working with rural people.

Teamwork

First of all, farm and home development has brought about a team approach to the problems of modern-day farm life. This is emphasized in almost every story that has been written about this method—whether it be a family success story or a county or State methods story. Perhaps the most important message this edition of the Review has for us is the striking example of teamwork reflected throughout its pages.

Look, for a minute, at how the Butler County, Pa., article starts. The whole emphasis is on a county team approach to the demands of 200 farm families for farm and home development assistance. Or look at how John Falloon of Missouri describes the specialists' "team" in his article on balanced farming. Even more important is the family teamwork that typifies farm and home development in all of its stages. The Utah article on how the Norman Grimshaws reached a decision on To Farm or Not To Farm well illustrates this.

Effective Teaching

Secondly, farm and home development has helped extension workers become more aware of the deep-down needs of farm families and how they can best be met. And by working closely with these families on solutions to their problems, it has helped them become better informed and more effective teachers. Special training schools and workshops on subject matter and methods have contributed greatly to both.

Special Tools

Moreover, the unit approach to farm family problems has revealed the need for, and has brought about, specialized work tools for helping agents and families solve individualized problems. Such problems may be basic to a number of families, but each one can be satisfactorily solved only within the framework of the individual family situation. The value of such specialized tools is well described by Donald Burzlaff of Nebraska in his article. Straight to the 'Grass Roots' of the Problem.

Develop Potentials

Thirdly, farm and home development has revealed new challenges to all of us. As the Indiana article points up, farm families have many untapped potentials they are unaware of. It's up to us to help them develop these to the fullest. On the income side alone, the summary of all farm and home development plans made in Indiana last year showed participating families had the potential for increasing net income by an average of \$2,998 per family. And a study made in one county showed the potential increase in net farm income to be 94.3 percent, using current farm prices. What a challenge for

helping farm families improve their economic situation. The challenge for development of family skills, attitudes, and ability to recognize and solve problems intelligently is just as great.

Leader Growth

Fourth, farm and home development has led the way to leadership development that extension workers never suspected existed before. The Kentucky article on Rowan County's strawberry enterprise brings this home forcibly. "Many of the farm and home development families had not been extension leaders before, but as a result of their work in the strawberry program, they have become new leaders for other projects." Similar stories of leadership development growing out of farm and home development work can be found in most States.

New Families

Fifth, farm and home development has opened the door for working with families Extension has never been able to reach before. The Maryland article cites one instance in which 18 families were reached through the efforts of the county staff to interest one family in farm and home development. And Statewide, 75 percent of the farm and home development families are new extension cooperators.

And so the story goes. It's a story of progress for Extension and farm families alike. Recruiting, training, and placing on the job the new extension workers that have joined our ranks during the past 2 years is no small task in itself. That these new workers, along with older extension agents, are working with large numbers of farm families on problems requiring a high degree of skill and competence is a tribute to those who have taken the leadership in farm and home development.

Opportunities for even greater accomplishments are unlimited. All of agriculture and rural life is in a transition stage. How well farm families meet the demands of the future will depend, to a large extent, upon the type of educational assistance they receive. Farm and home development is designed specifically to help families learn how to make changes in an orderly and progressive manner.



Straight to the "Grass-roots" of the Problem

by DONALD BURZLAFF, *Assistant Extension Agronomist, Nebraska*

Nebraska specialists have found that in farm and home development, they have the best means of getting their recommendations put into practice.

IN SPITE of pasture-improvement measures, the problem of wornout pastures has been a constant worry for extension specialists in Nebraska. They have long recognized that the best cure for unproductive pastures is a balance between livestock needs and the acreage set aside for forage production to meet those needs. But progress has been slow in bringing forage supplies into balance with livestock demands.

The farm and home development program gives us the opportunity to get at the root of the problem, which is the need for a basic farm plan. In this program farm families analyze their resources and objectives, set their goals, and make plans to accomplish their objectives. Here was the chance for agents and specialists to work together with farm families in solving forage shortages.

Over the years agronomists had developed new and improved grasses and legumes to increase forage production as well as new concepts in cultural practices for those crops. New management techniques also had been developed to obtain highest production from pastures. The problem was how to get this information to farmers. The need was urgent.

Time did not permit training agents in forage production as well as in other fields of farm management. There were not enough specialists to take the message to all corners of the State. Then it was decided that the material would have to be compiled and sent to the county staffs.

It was not enough to furnish material for agents alone since farmers needed to understand it, too. Specialists agreed that the material would have to be basic and stated in terms that could be easily understood. Furthermore, it had to be accurate and definite, yet flexible enough to fit the diverse growing conditions that exist in Nebraska.

Four Circulars

The solution to the problem of getting the information where it was needed most was found in a series of four pasture balance circulars based on material used by the University of Missouri. The circulars were altered to fit the wide range of growing conditions in the southwestern, the north central, the south central, and the eastern sections of Nebraska.

By means of graphs in each circular, an agent or farmer can determine the amount of forage available from various pasture crops on a month-to-month basis in the area where the farm is located. The forage production is based on animal-unit-months of grazing. An animal-unit-month is the amount of forage

required to pasture a mature cow for 30 days.

The pasture chart lists some 12 different pasture mixtures common to each area. They include native mid-grass, bromegrass and alfalfa, crested wheatgrass, tall wheatgrass, first year sweetclover, second year sweetclover, rye, Sudangrass, winter wheat and irrigated pasture. A graph beside each pasture crop shows how much forage it will produce monthly between April and November in terms of animal-unit-months. Space is provided for the farmer to total the animal-unit-months of forage produced each month on his farm.

Forage Requirements

Another chart lists six classes of livestock and leaves space to list all stock requiring forage. By converting livestock numbers to animal units, the farmer can determine total monthly forage requirements for livestock on his farm.

By comparing the animal-unit-months of forage produced with the animal-unit-months of grazing needed, a farmer can immediately note a shortage or a surplus of forage for any given month. Then plans can be made to harvest excess hay or silage or to provide supplemental feed or temporary pasture during months when forage shortages are apparent.

The chart on forage production for various pasture crops permits the farmer to readily observe which pasture crop would be best to fill a shortage of forage in a given month. At the same time the farmer can see at a glance the advantages of a long grazing season and which pasture mixtures should be used to give the longest periods of forage production.

Field reports show that the circulars are very flexible and practical. Agents and farmers can start with the pasture available on the farm and build a livestock program to fit it. In other cases they can start with the livestock numbers that the farmer desires and plan an adequate forage program. Whatever the method used, they are bound to come up with a solution to the perennial question: "What can be done to improve production from depleted pasture?"



Hervey Kellogg (left), assistant county agent in Fulton County, Ind., and Annabel Rupel (right), home demonstration agent, discuss house plans with Mr. and Mrs. Albert Walsh.

Younger Farm Families in Indiana Seek Extension Help

For the 3 major decisions that farm families are constantly required to make—what to do, when to do it, and how to do it.

by WENDELL W. TROGDON, *Assistant in Agricultural Information, Indiana*

INDIANA's young farm families are learning the essentials of "up-to-date" farm and home management in this age of technology. In fact, a gradual reformation is taking place on some 2,727 farms in 39 Indiana counties where the unit approach is being applied. Younger farm families are being advised through the better farming and better living phase of extension work—Indiana's name for farm and home development—and are looking ahead to a brighter future.

Take Grant County, for example. Each of the 142 farm families enrolled in the new better farming and better living program solved or sought solution to one or more basic farm and home problems in an attempt to improve their farm units. Eighty-two of the 142 families planned to reorganize their crop rotation, 76 studied their livestock program relative to efficiency and type, 24 made remodeling plans for their

houses, and two planned new houses.

Perhaps it was Warren Short, Grant County assistant agent in charge of better farming and better living work, who best summarized the need for a unit approach to farm problems. He said, "Enlargement of land holdings, fewer workers, and larger capital investment have caused farmers to ask for educational aid in appraising their farm units for long-range programs in addition to short-run changes."

When young people decide to go into farming today, they choose to join a small and diminishing group of Americans—the self-employed. The problems of a young family entering farming are unique. The nature of their family business not only requires that all members contribute human resources for its success but that a much higher than average percentage of net income go into savings.

Paul Crooks, Indiana State leader

of better farming and better living work, describes the program as a way of helping farm families recognize, approach, and gain their family and business goals. The program involves helping families recognize their opportunities, appraise their resources, and make the most effective use of their resources through wise enterprise selection and combination. It means applying, in a coordinated manner, a great amount of technological, economic, and social knowledge to the farm and family problems.

As the new method applies extension teaching and demonstration to the problems of the individual farm family, it increases the emphasis on an established phase of the extension program. Farm and home development is not a separate extension program but an expansion of the present service in which the farm and home is viewed as a total business unit.

Most Hoosier counties initiating a better farming and better living plan first formed a county advisory committee. The committee, made up of farm men and women from all parts of the county, serves in an advisory capacity, helps coordinate the total extension program, assists in establishing county extension policies, aids in enrolling farm families in the program, and helps evaluate the work.

Thirty to 40 younger farm families are enrolled in the program. Both the husband and wife attend group meetings. During the morning session of the first all-day meeting, the purposes and objectives of the program are explained. In addition, helps for recognizing, clarifying, and establishing family goals are discussed, and the basic economic principles as they affect the opportunities and requirements in agriculture are presented. The afternoon is usually spent on the economics of crop production.

A second "classroom" session usually consists of a presentation on (Continued on page 192)

GROUP TEACHING

WORKS WELL IN MASSACHUSETTS

by H. SIDNEY VAUGHAN, *Head, Extension Division of Agriculture, and VERDA M. DALE, Extension Home Management Specialist, University of Massachusetts*

Worcester County

Worcester County was the first county in Massachusetts to use the group method of carrying on farm and home development. In 1950 eight young dairy farmers and their wives completed their farm and home plans in 6 all-day meetings. Since then additional successful groups in Worcester County have given five other counties encouragement to work with farm families in the same way.

Finding time to carry on this program plagues the Worcester County staff, too. Home department programs are planned far ahead, and the county agricultural agents carry heavy commodity programs. However, home agents and agricultural agents have shared equally in recruitment and all meetings, thus giving emphasis to farm and home development by making it a part of their regular program. Home economics and agricultural specialists working together have assisted with the work in the counties.

Plymouth County

Edgar W. Spear, associate county agricultural agent, and Beatrice I. White, county home demonstration agent, used the poultry mailing list to offer farm and home development assistance to interested families. Both agents made home visits to explain the program. This resulted in 8 couples enrolling for the series of 6 meetings.

Evidence of a successful first attempt at the family approach in group meetings is contained in the following statements turned in un-

signed at the close of the last meeting:

"The most important help to me has been the ideas which make one think and try to analyze his own situation."

"It made my husband much more interested in home affairs and made him want us to have more activities as a family. He never realized until now that we had next to none."

"It helped us considerably in planning and operating our farm. The most important thing is that every one of the group is treated as an individual with individual problems."

"I must admit that at first I thought the home book was a little too much in detail, but by looking at the results I think it may be that I didn't want to face facts. Now that I see it in black and white, it looks as though I am not managing too well. I have an incentive to improve. It's my pride, I guess."

"This series of meetings has already made us more alert money-wise and record-wise."

"Clarified our thinking about our needs because it unified our picture. Both farm and home problems were discussed with the whole picture in view."

Franklin County

Prepared management lectures have been replaced by short, punchy statements of facts and occasional visual aids to help in decision making by man-and-wife teams in Franklin County.

The first effort at the outset of each new series is to get the couples, usually 6 to 10, acquainted and to

achieve a friendly informal atmosphere for most effective idea swapping. Each couple is equipped with its own set of farm and home development workbooks to provide the necessary degree of privacy, yet is near enough to a neighboring couple that morale never slumps under the load of "all that figuring."

The problem of fitting the farm and home development families into a busy schedule was solved easily by Marjorie H. McGillicuddy, home demonstration agent, and O. Lewis Wyman, county agent. Early in the program they decided to spend 1 day a week on farm and home development. In this way when each week rolled around, the necessary time was available. By spring 25 families had completed their farm and home development plans.

Summary

As we look ahead in Massachusetts, four major problems continue to challenge our State steering committee of State and county workers:

1. Satisfactory interpretation of farm and home development to State and county staff workers.
2. Persuading county workers to place the plan high on their schedules.
3. Development of adequate information and recruitment methods to secure families.
4. Conducting a management training program for agriculture and home economics agents to supplement college training and lack of personal experience in this unit approach to farm and home development.

To Farm... or Not To Farm



Leon Michaelsen leads discussion at Utah workshop for county extension workers studying farm and home development.

The Norman Grimshaws had to face that question. Utah agents attend a training session to learn how to help families like the Grimshaws weigh their choices.

by LEON C. MICHAELSEN,
*Farm Management Specialist,
Utah*

THE Norman Grimshaws needed more income and better housing. They wanted better food storage. Above all they wanted to continue to farm and rear their family at Enoch in southern Utah's Iron County.

They hoped for a better car, a new piano, a college education for their children, and for a less strenuous work schedule.

The Grimshaws are young, able, earnest folks. Their previous training and experience would enable both to find good jobs wherever jobs are to be had. Their farm is small—40 acres in an area where 100 are needed. They rent a home that is comfortable but not convenient.

They began tackling their problems by listing their needs, wants, and hopes. They did it during one of a series of unit approach district workshops held last winter by the Utah Extension Service.

The sessions were planned to give county extension agents confidence in attacking problems in farm or-

ganization and operation. Of course, if families are to improve their farm income they must decide what to do, but they need much help.

Many agents felt they were doing their job if they were on hand to help the family with a new feed ration, a plan for a broom closet, or landscaping. They thought that to be present when the family needed help on controlling weevils and weeds, and classification of steers for sale was unit approach work. In many cases problems in farm business analysis just didn't arise, or were postponed.

Members of the State steering committee, including County Agent Leader Marden Broadbent and Home Economics Supervisor Thelma Huber, made visits to the agents. Next, they held a series of workshops like the one the Grimshaws attended.

Workshops lasted 2 days. Broadbent explained why the workshops were being held. Then agents from the host county described the farm of the cooperating family—their resources, plans, and problems.

Next, agents called at the farm home for experience in visiting with the family, checking livestock, land, water, and other resources, and discussing family plans and problems. They spent the afternoon with the family listing family needs and wants.

Which of the many items classified were actually needs—"musts" to the family? Which were wants—hopes? Of the things listed which came first? The tractor or the cows, the new room or the piano? In terms of meeting the greater family needs which are most important?

The family decided. Agents merely helped weigh advantages and disadvantages. But families came up with some sort of reasonable priority for the items listed.

The second day of the workshop was devoted entirely to considering alternatives open to the family that would provide for their high priority needs.

The Grimshaws, for instance, decided they had alternative choices
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They Like To Learn



by R. H. McDougall, *County Agricultural Agent, and*
BETTE L. GODDARD, Extension Home Economist, Butler County, Pa.

WHEN 200 farm families want help with their farm and home plans, extension agents find a way to give it to them. Butler County agents' solution was a series of 4 to 6 group planning meetings, with husband and wife using the workbook and reference materials supplied by the Pennsylvania Extension Service. These served as a basis for establishing goals, making decisions, and putting into action some of the suggested changes. It took 3 years to conduct these meetings for 200 families.

As a staff, we believe that farm and home planning is well worth all the time that county extension workers devote to it. When farm families themselves search for the background facts and apply them to their own situations, they have a greater understanding of the factors involved in making decisions. Then only are they ready to take action.

As a result of their participation in these groups, some Butler County farm families have changed their farming system by purchasing an additional farm, by expanding their

dairy business or building a larger poultry house, or adding a hired man to their labor force.

A wife began to teach school; a partner on a farm obtained employment elsewhere; a farmer on a small farm took a job in industry; a poultryman installed bulk feeding equipment; a dairyman remodeled his barn and built two additional silos; and a father and son developed a mutually satisfactory lease.

On one farm the herd size was increased 50 percent; on a small farm a herd was sold so the owner could take a job in industry. One man reduced his machinery investment, and another built a new home, carefully planned to reduce time and steps in homemaking.

Butler County extension workers had felt the need for some time of a better teamwork approach in dealing with the many farm and home problems we were constantly confronted with. The group endeavor seemed to be the best answer. In blazing a new trail, we endeavored first to get broad community support for the idea by presenting it to 40 county leaders at a dinner held

in a convenient grange hall. Monroe Armes, extension farm management specialist, helped us outline the objectives. To create interest, we asked the leaders to work out productive man work units for their own farms.

Acting favorably on the group meeting plan, the county executive committee discussed how best to initiate the group work. Among the 18 community agriculture and home economics program planning committees, farm and home planning was widely discussed.

Members of 14 groups submitted for each community a list of 10 to 18 younger families whom they thought might be interested in participating.

The plans were explained also on our daily radio programs as well as in our regular bi-weekly newspaper column.

Butler County, with 3,300 farms, is rapidly becoming urbanized. According to the 1950 census, over 60 percent of the farm families had other income exceeding the value of agricultural products sold. The income of the families in the groups is primarily from dairy, poultry, and beef cattle and/or industry. But no effort was made to select the families on any basis other than interest in farm and home planning. To reach the number who showed an interest in our program and still take care of other commitments, we really had only one alternative—group work. Now we think that with this method we not only reach more people but we also do it more effectively in groups. Of course, some individual work is always necessary. But on the whole, the discussion time is generally more constructive when several couples take part. It is encourag-

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Seated at separate tables, couples can work on their records and plans in semiprivacy. They listen to talks, participate in discussions, and receive individual help.



... Speedier and More Efficient

The subject-matter specialist finds that "Balanced Farming" provides a most successful vehicle for getting his recommendations adopted.

by JOHN FALLOON, *Extension Soils Specialist, Missouri*

SUBJECT-MATTER specialists have much to do with the success of farm and home development (in Missouri, we call it balanced farming). And vice versa, the farm and home development effort contributes greatly to the success of the work of the subject-matter specialist. What a team! It's the sort of a team I like to play on.

Organization, staff, and the proper use of all methods at the command of extension workers are important. But they are only vehicles for transporting the load. The load is information. And whether it is a "payload" depends upon how correct, sound, practical, and applicable the information is to the situation at hand.

As a soils specialist, I am sure that my subject-matter field represents a "payload." Through county extension workers, I attempt to influence all farmers in the State. Yet it is clearly evident that balanced farming cooperators use more soil treatments on their farms than the average farmer does. For instance, about 10 tons of limestone were used last year on the average farm in the State. Balanced farming cooperators used 55. The average farm used slightly less than 2 tons of mixed fertilizer, compared to 15 or 16 tons on balanced farming farms. State average corn yield in the drought year of 1955 was only 39 bushels per acre; but it was 48.5 bushels on balanced farming farms. Corresponding wheat yields were 32 and 36 bushels.

So I must conclude that through the balanced farming program we specialists are more effective. Balanced farming cooperators adopt more of all good practices, which have a way of supporting each other to pyramid their total effect.

It's the total picture we must look for. When I get to thinking that my subject-matter field is the whole team, I ponder the following example. A \$300 expenditure for soil treatments will favorably influence income as much on a farm with \$1,000 or smaller income as on one with \$3,000 or more. But, if after increased income from the soil treatments, the net is still less than family living expenses, use of fertilizer on that farm cannot be continued unless the cost can be paid from other than current farm income. In other words, the whole farm business must pay. Thus farm and home development is a team approach—a program of the entire Extension Service.

Farm management and home management specialists are important in this program. They develop procedures on how to put the pieces together to make a paying farm business, and how to spend the money wisely for better living. Yet these important people who perform on the team need the "guards" and "forwards" in other subject-matter fields to provide them with the necessary data with which to work. So the subject-matter specialist has a re-

sponsibility prior to the family planning conferences.

Let me illustrate with poultry. The poultry specialist may be asked, "What type of poultry house should be built?" But first the question should be answered—should the family raise poultry? Criteria (including input and output data, labor requirements, investment costs, and probable returns) for determining whether or not poultry should be raised is the primary responsibility of those who know the most about poultry—the poultry specialists. Then these criteria can be incorporated in the planning procedures developed by the farm and home management specialists so the farm family will be sure to consider them along with other alternatives when making their farm plan.

After the planning step, the specialist has additional responsibility. If the farm family decides to raise poultry, then it's time to consider the question of what type of poultry house to build. This followup to planning is the place where correct and properly applied subject matter by farm families puts paper plans into operation on the farm and in the home, and gives the overall farm and home development effort life and meaning.

Information from the Extension Service on *how to do* practices is basic, but is not enough to insure their adoption by farm families. Extension agents also have the job of helping to develop services and facilities which farm families need. Typical illustrations are dirt-moving contractors to build terraces according to specifications of the land-grant college. Soil-testing laboratories are necessary. Local fertilizer dealers to fill the plant food nutrient needs as determined by soil tests are "a must." And these dealers need extension information training and guidance, too.

To further illustrate this point, Extension must help develop a reliable source of good sires, pure seed, and adapted garden plants. Readily obtainable septic tank forms may be the "clincher" to get running water in the home. A better understanding by local carpenters may be necessary in home remodeling. An effective spray service to control in-

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Good House Plans Are Labor Savers



The Otto Haddaler home, one of many homes, new and remodeled, built by farm and home development families in Lewis County, Wash.

by H. E. WICHERS, *Extension Rural Architecture Specialist, Washington.*

FARM and home planning in Washington has uncovered a great need for help with farm home plans. After farm families have analyzed their farm business and related it to their family wants, they know about what they can afford in the way of a remodeled or new home.

Farm and home planning is an excellent forerunner, socially as well as economically, to planning a new home because the family has considered its personal desires and know what they want from a home.

We provide a 2-day workshop for the families who are interested in learning about planning a farm homestead. Home economics and agricultural economics specialists contribute to the workshop teaching.

One of the amazing things about farmhouse design is the fact that in the past so little attention has been given to the people who live in farmhouses. The whole country is dotted with houses on farms that were designed not for a farm but for city lots.

Any one who studies farmhouse design soon realizes that the house plan cannot be made without relating it to the farmstead where the house is to be built. If it's on the north side of the road, it will have one plan, on the south, another. The prevailing wind, the slope of the ground, the view, and location of farm buildings, driveway, and highway are a few of the limiting factors.

If the farmstead is poor to start

with, the house cannot overcome those limitations, but carefully made plans can take them into account and make the best of the situation. But if the farmstead is ignored to start with, living and working on that farm is sure to be on a sub-efficiency level. That's what we try to explain at the beginning of our workshop.

Farmstead, location of the house, and arrangement of rooms are never a routine discussion. They are altered by family personalities, by methods of handling farm work, the type of crops and the condition of present buildings. It doesn't take the average farmer and his wife long to list the limitations for their place and the best location for the house. They must consider what the farm family wants to look at through the windows, where the school bus stops, what buildings are used most often, and other influencing factors.

Substitutes for Labor

Today labor costs are high, and farm people must count the value of their own time and efforts. They must think of ways to save their time and energy on particular jobs. Good planning and equipment can often take the place of labor.

In planning, the family must think of what comes into the farm court. Is it a milk truck? Is it loads of hay? Is it farm machinery? Is this a farm that grows and sells seed?

Whatever the business, the house must be located and designed to make it as efficient as possible in those terms. Once you know what the chores are, where the traffic is, it is not difficult to locate the front and back doors and a place for a parking area.

In about 2 minutes, the lady of the house will locate the kitchen. In most cases, it must have a view of the farm court, a view of the parking lot, and a view of the road. Women like to see who goes by, who comes in, and what goes on out in the farmyard.

Occasionally a woman will say, "I want my kitchen as far from the farm operation as I can get it." After people decide where to locate the house, their desires and needs are weighed. Farm people appreciate this approach to the problem and very quickly begin to think around that principle.

Study, Then Plan

Sometimes people come to the workshop with a preconceived idea for a plan, one that has certain elements they like. But they almost never have a plan that fits their farmstead. About the time we get farmstead planning across to the group, the blueprints disappear. People realize that the house is all right in parts, but the house plan as a whole is not a solution to their particular problem.

One such case happened near Yakima. A family came to the workshop with an elaborate set of plans they wanted us to look at right away. They thought it was a little foolish to spend 2 days at the workshop when all they needed was a little criticism or a few pointers. After the farmstead layout discussion, the plans disappeared and we never saw them for a year and a half. When we met the family again they were building a new house and invited us to see it and give them a little help. Around their coffee table I looked at their plans, which were good. Then the farmer grinned a little and said, "Now we would like you to see the plan we had before your workshop." It was a fine big house, but didn't fit their family at all. They knew it and could chuckle about it. Had we

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A Concept of Farm and Home Development

by ERNEST J. NESIUS, *Associate Extension Director, Kentucky*

FARM and home development has been called an approach, a method, a program, an activity.

Not one of these terms seems to explain adequately farm and home development in such a way that it is satisfactorily understood by the typical farm family. This knowledge is unnerving. A major reason may be our failure to back away far enough from our forms, procedures, and devices to clarify some fundamental relationships. An understanding of concepts is the first step.

Farm and home development is not concerned solely with economic matters as some would claim; it must also make allowances for full play of sociological and psychological forces. Our theorists in the respective fields have not compensated their beliefs with the related doctrine of other disciplines.

In attempting to meet the realistic situation of the farm and the home, we in Extension are treading the ground of the untrdden. The farm, as an economic unit, and the home as a social unit, are inseparable in the eyes of our rural friends, yet historically in our search for principles, we have separated them.

We can state in a number of ways the three ideas of farm and home development that characterize its uniqueness and justify an intensive effort on the part of Extension to package them in some coordinated manner. They are:

(a) That family satisfaction, individually and collectively, is the ultimate objective of our work. Therefore, the family is the center in decision-making activities. It is also an important part of the total resources.

(b) That planned progress toward some desirable end(s) is paramount. Therefore, the notion of choice making in future time becomes an integral part of teaching processes.

(c) That the total human and material resources of the family must be considered and optimally utilized in attaining objectives, tangible or intangible. Therefore, all resources are to be evaluated and oriented according to the family design.

These three ideas may be brought into sharp focus by the key terms: the *family*, *progress*, and *total resources*.

To the extension worker, farm and home development means teaching the subject matter of Extension to families with the belief that from the family comes the authorization for action on the farm and in the home. It means that we recognize choice making by the farm family as an opportunity to teach systematic planning and problem-solving methods.

We recognize in farm and home development that production and consumption problems must be considered simultaneously, and that to maximize satisfaction, we must encourage the considered use of the

total resources of the family. Furthermore, this does not necessarily mean that the process begins by first appraising the production side of the family balance sheet. In fact, first consideration of the consumption side may dictate action on the production side. Thus, we in Extension are rearranging in a different order some of the things we long have known, in an effort to make modern scientific facts more usable, and to keep abreast of the changing forces in the farm home.

Farm and home development emphasizes the importance of knowledge by extension workers in the areas of problem solving, decision making, value systems, family goals, planning techniques, and resource allocation. None of these can be effectively used without a broad base in subject matter, especially as related to the widely individualistic production and consumption processes found on actual farms.

Farm and home development projects Extension into consideration of a higher echelon of decisions than we have been accustomed to handling. New doors of opportunity are being opened, concepts are being re-evaluated, old beliefs are being questioned and, in general, a revitalization is taking place. Many questions are yet unanswered. However, as we readjust we will become better qualified to help farm families appraise their opportunities.

Good House Plans

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looked at those plans when they came to the workshop, they would have defended them, made themselves unhappy and us uncomfortable. It pays to get in some basic material on farmstead arrangement early in the workshop. That saves hours of hard work.

To recapitulate, first things come first. Location of the farmstead can make work on a farm easier or

harder. We must think in terms of highways, school buses, drives that have to be maintained, and the dust that can make living in a farmhouse miserable unless you watch that the prevailing wind blows the dust away from the house. You can avoid accidents and hard work by making sure that ice won't form at the front door all winter long.

Traffic in the home should be

geared to traffic on the farmstead. There should be a short distance between the buildings commonly used together. For example, reducing the distance between a dairy barn and a milkhouse can save hundreds of miles of useless walking. Good common-sense should help determine farmhouse location and arrangement. If it's a part of farm and home planning, it will be more efficiently planned.

FARM and HOME

Viewed as a process, farm and home development can be divided logically into six steps: Hopes, Resources, Choices, Plans, Actions, and Results. The photographs on these pages are only suggestive of the many parts in each step, different for every family.

Hopes



Together a couple discusses their hopes and desires, sets up objectives and goals, and makes a plan for attaining them. They may be—



Education for the children and a better farm and home.



More time for recreation.



Security in later years.

Resources

Only through careful consideration of all family resources can wise decisions be reached. Resources include not only material things such as land, machinery, buildings, capital, labor, and skills; but also market outlets, present or potential knowledge, counsel, credit, and technical assistance. Extension agents can be of great help in assisting families make fullest use of these resources, such as—



Land, animals, buildings, equipment.



Family members and their skills.



Technical assistance.

DEVELOPMENT

Choices



Talking it over in a characteristic family huddle around the dining table.

Plans

Choosing from many alternatives is the family's responsibility. Together they must make many decisions on the basis of their wants, needs, and resources. After making their decisions, farm families lay out their plans—both short- and long-time—with the help of extension agents. They look to the agents for technical information and assistance, and continuing counsel in making the plan work.

Actions

Family action that produces desirable changes related to the family's goals is the key to farm and home development.



Shifts in enterprises often call for new buildings and equipment.



Family skills are utilized in carrying out plans for a convenient home.



New skills develop as families work together toward their goals.

Results

Attainment of family needs and desires is the real goal of farm and home development.



Increased ability to deal with problems of the whole farm and home enterprise.



Congratulations on success in paying for the farm home.



Happiness of satisfying family life and joy of security.

Farm and home development families carry the know-how on the new enterprise to their neighbors. All extension activities grow by "leaps and bounds."



by ADRIAN M. RAZOR, *County Agricultural Agent, Rowan County, Ky.*

ROWAN COUNTY farmers needed cash. The lost tobacco acreage resulting from recent cuts had left the farmers with less cash income. Specialists from the university had studied the area and studied the markets. They recommended strawberries for a cash crop.

Farmers and local businessmen studied the problem and agreed to work together to make this new business a success. Fifty-five merchants each agreed to give a dollar's worth of merchandise to every farmer who set out one new acre of berries. After the berries were inspected by a committee to see that they had been set according to recommendations, the farmer received a coupon book worth \$55 in merchandise.

At the meetings held in various communities to introduce this new venture to farm families, sometimes as many as 15 businessmen were present. During the season businessmen often visited the growers. This farm-city interchange provided a healthy climate for good personal and public relations in the county. Two hundred acres of new plantings resulted from the combined efforts.

Enrollment in the farm and home development program that year represented families in all communities of the county. Practically all of them had new plantings of berries. At the local meetings on farm and home development the families received spe-

cial training in strawberry production and marketing and were taught how to instruct their neighbors. Many demonstrations were held on the farms of farm and home development families.

Many of these families became leaders in 4-H, and they and the 4-H Club members served as demonstrators in different phases of strawberry production. They were sent supplies of literature which they gave to other growers in their community. With the help of the 4-H Club department, a program on the various phases of strawberry production was formulated, and this program was used as a guide for demonstrations in the community 4-H Club meetings.

Men, women, and children were encouraged to attend all meetings and demonstrations with each program designed to interest everyone. For instance, at the picking and grading demonstration held by the agents, the home agent also demonstrated proper freezing methods.

As a result of the cooperation of businessmen, bankers, the local newspaper, and the various extension organizations and personnel, approximately 20,000 crates of strawberries were marketed through the recently organized cooperative for a total of around \$100,000.

The effects of the enterprise on the community can be seen in the results of a survey, which showed

Strawberry Enterprise

Gives New Life to Rowan County, Ky.

that a total of 115 home freezers were sold during the strawberry harvest, 75 new lockers were rented at the local frozen-food locker plant, not to mention hundreds of crates of strawberries that were preserved or put up by those who already had facilities to do the job. Merchants reported an excellent business season for that time of the year.

Many of these farm and home development families who served as leaders in the strawberry program had not been extension leaders before, but, as a result of their work in this program, they have become new leaders for other projects.

As a result of these accelerated activities, our extension staff needed help. Our supervisors recommended a better integrated county program, and also, to help with the growing 4-H Club work, an assistant county agent. At a weekly office conference, which our secretary, too, attended, we planned our work for the week. Then it was agreed to meet every 3 months with the two supervisors and certain specialists from the university. We also prepared a calendar showing activities for each agent during the next 3 months. This helped us to coordinate our work.

All of these devices contributed to the greater use of our manpower, wider participation by the people in extension programs, and a happier, more prosperous community.

Don't be afraid to **KNOCK ON A STRANGER'S DOOR**

by ANNIE N. ROGERS, *Program Planning Specialist, Maryland*

75 percent of Maryland's farm and home development families have never known Extension before. A special effort is being made to help agents make new contacts. Here's the account of how two home agents called on a family they didn't know and what happened as a result of this one call.

FARM and home development in Maryland started as a method of teaching and not just another program. This method is being applied through normal extension channels, and is not isolated in a special department or in any one of the subject-matter fields.

We believe that the individual approach to families is the best way to interest and help them. Much of our extension work in the past has been through groups and clubs of men or women or young people. Consequently, many county extension agents need extra training for working directly with families on the farm and in the home, and with the family as a unit.

Finding families who can benefit most from farm and home development is part of the county extension staff's responsibility. Agents have asked, "How can we locate families that haven't been reached by Extension through the usual channels?" Many methods have been tried and found successful.

One way is to make personal calls on farm families unfamiliar to the agents. Because agents frequently hesitate to go to a home where they are not acquainted, for fear they will "get the door slammed in their faces," we have tried to give them some training in making home visits.

In St. Mary's County, I offered to go with Ethel M. Joy, the home demonstration agent, and her assistant, Hazel Neave, to visit a farm family neither knew. Both hesitated to go where they were not invited. However, I think it's safe to say that 99 percent of the time, friendly, sim-



Right to left, Mrs. Sterling Tennyson welcomes Ethel M. Joy, home demonstration agent in St. Mary's County, and Annie N. Rogers, Maryland State extension specialist and Miss Joy's assistant, Hazel Neave.

cere agents receive a welcome in farm homes. Introduced as home economics experts from the county office who wish to make a friendly call, agents usually get an open-door reception. Part of the trick is skill in meeting people, part is a feeling of pride and confidence in one's job, and partly, it's having a sound knowledge of human behavior and a genuine interest in people.

The home where we called was selected as a result of a wager between the home demonstration agent and the agricultural agent. Miss Joy, who has been in St. Mary's County many years, made the general statement that she knew almost every one

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in the county. Her fellow worker asked if she knew the family in a certain house, and she admitted to not knowing who lived there. On that challenge, we called upon the Sterling Tennyson family. They were not acquainted with Extension as we discovered when Miss Joy introduced herself, her assistant, and me. Miss Joy explained that we were visiting in the community and had stopped to meet her and the family.

We assured her we were not selling anything and she invited us into her home. Mrs. Tennyson had heard of Extension, but really knew nothing of its services. An hour and a half of pleasant informal talking revealed that Mrs. Tennyson was particularly interested in 4-H Club work for her girls. There had never been any 4-H Clubs in that community. She was interested also in learning how to keep records if that would help to stretch the dollar.

Mr. Tennyson had rented part of the farm and taken an off-the-farm job to increase their income. They wanted to learn more about better farm and home planning. Mrs. Tennyson requested bulletins on making slip covers, freezing foods, and keeping home accounts.

As a result of this one call, a girls' 4-H Club was organized with a membership of 12 between the ages of 10 and 16. All the girls came from homes that Extension had not reached before. Mrs. Tennyson with two other members attended the organizational meeting. One of the mothers, Mrs. R. V. Himelick, agreed to serve as local leader. Her husband had been a 4-H Club boy in Indiana, and she has had experience as a Girl Scout leader.

Soon after the club was organized, Mrs. Himelick and her daughter Marilyn attended the 1956 4-H State Club Week at the University of Maryland. They were enthusiastic about their leadership training and the ideas they could carry back to the club. The enrollment has now increased to 18 with the possibility of a further increase and a likely division into 2 age groups.

As a result of this one visit a 4-H Club was started and the Tennysons are participating in farm and home development. They are busy telling

others in the community what Extension has to offer.

This may seem like a rare experience, but I claim that if the following suggestions on how to make a home visit are observed, many successful calls can be recorded.

1. If possible, secure names of families to be contacted before making visits, and take advantage of any information available concerning the families.

2. When making a visit, always remember to greet people with a smile and be pleasant.

3. Introduce yourself and persons accompanying you.

4. One does not have to mention the words, farm and home development. Sometimes it sounds formidable. Later when they understand more about it, the words are a useful tag.

5. Let families know that Extension offers education in agriculture and in homemaking for adults and youth. Invite them to attend the next local meeting, if there is one.

6. Explain to families what has been and is being done in the county in home demonstration and 4-H work and how they might be able to participate.

7. Remember to be friendly, informal, and let the family talk. Be a good listener and be interested in what the family members have to say.

8. Take bulletins and other printed information with you.

9. Stay as long as there is evidence of interest.

10. Be sure you show your appreciation of the opportunity to visit their home and to know them.

often directs the crop and livestock production sessions, and a home economist, the home management sessions.

On the third morning, the group "takes to the field" to visit a farm and farm home. In the afternoon, the participants analyze and discuss the farm, learning how to arrive at a farm business setup that will give the largest financial returns over a period of time.

Individual farm and home visits are then made by the county extension agents. They assist each farm family in applying to their own farms what has been discussed at the group meetings. The agents assist each farm family in making a plan and getting it into operation. However, the agents do not make the plan for the family.

A summary of all plans developed in Indiana last year showed that the average farm has a potential to increase its net farm income by \$2,998. A study made in one county showed the potential increase in net farm income to be 94.3 percent, using current farm prices.

In counties where better farming and better living work is established, plans call for a new group to be enrolled each spring and fall. Some counties now have as many as 142 families participating in the program.

Better farming and better living provides overall management plans which offer an opportunity for the integration of all agricultural and home economics activities in a county. All agricultural agencies have cooperated in the counties in which the work is being conducted. "The programs supplement and complement the work of other agencies in a manner that renders a greater total service to the farm families of Indiana," Crooks declares.

Most of the major farm publications in the State have carried articles on the program. A Cass County newspaper circulating in 6 counties contacted each of the 22 families enrolled in the initial group and printed a feature article complete with photographs about each family. County extension workers also explain and discuss this educational opportunity in their newspaper columns and radio and TV programs.



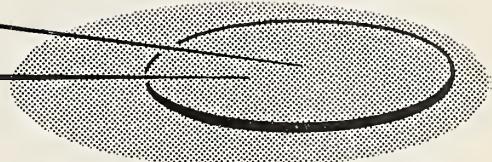
Families in Indiana

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home management and the economics of livestock production.

In addition to the State and local leader, other extension personnel and specialists from Purdue are on hand to help conduct these sessions. A Purdue farm management specialist

GOAL Within a Goal



by C. A. SHEFFIELD, Federal Extension Service

Mr. Sheffield explains why farm and home development methods are one way to achieve that total county goal in program projection and development.

STATE extension workers the country over face a big educational job. They must help county extension workers to gain perspective, understand, organize, set up and carry out effectively the revolutionary changes taking place in methods of doing extension work.

Extension workers are often too busy with the current program to give the necessary thought, effort or time to modernizing extension organization, objectives, plans of work, operations and teaching techniques and their evaluation.

Organizing extension work in a more effective way and applying better management principles has been recommended and encouraged by our national farm organizations, land-grant colleges, the Secretary of Agriculture, Extension's Organization and Policy Committee, and Federal Extension Administrator. They are urging the States and counties to organize and work more effectively with all the county people on an expanded program for research and extension education. Through this program, they hope the basic long-range needs of American agriculture to reduce costs, to improve quality, and to expand markets will be achieved.

An adequate extension program must bring the full resources of the entire system to bear on the problems of farming and homemaking where they originate—on each individual farm. As a result of these processes now actively underway, many county extension agents are asking why so much emphasis is being placed on each of the following: Program projection and development, farm and

home development, rural development, community improvement, marketing and distribution, consumer education, and agricultural policy matters. The answer is they can be effective methods, if well implemented, to make a modern extension program that will serve today's needs.

When we take stock of our situation and learn what our county trends are, we may find that we do not have an integrated county extension program. This study should be made by a large representative group of county leaders with the advice and assistance of all county extension workers. It should deal with all the resources, background, trends, objectives, problems, potentials, and immediate and long-range goals. When we find out where we are we can then best judge what to do and how to do it. This is particularly true with the planning and management of farming and homemaking, which is much more difficult to comprehend than the technical side of production practices.

Program development and projection as we view it is the basis of all extension work. No county has a real basis for conducting extension work unless that county has a dynamic long-range projected program. In the development of such a program the entire State extension staffs and all county extension personnel provide leadership. The following facts must be set down:

1. An introductory statement covering (a) what is program development and projection, (b) who is involved in doing the job, (c) organization and pro-

cedures pattern followed, and (d) inclusion of county map showing delineation into communities and neighborhoods.

2. Objectives.
3. Description of the county, its government, resources, and institutions.
4. The county situation and long-time trends as of now.
5. Major basic problems.
6. Long-range potentials (based on scientific research now available).
7. Projected goals for 1960 or 1956.
8. List of committees.
9. Committee summary.

Now how does this dovetail with farm and home development?

Farm and Home Development

Farm and home development is a process in which a particular farm family's goals are spelled out, resources are weighed, and a course of action is plotted to help achieve the goals. It is a way of helping farm families consider and approve alternatives, and make practical use of scientific knowledge and capital to obtain a larger income and more satisfaction from farm life. It deals, in each instance, with problems of decision making that are peculiar to a farm family.

The essential philosophy in the farm and home development approach is that the welfare of the farm family comes first. It recognizes that improvements will be made only when farmers and their families de-

(Continued on next page)

termine to do it for themselves, largely with their own resources. The program provides a blue print for improving the farm and home, and recognizes that soil, crops, livestock, and other physical considerations are the best means to achieve health, happiness, and well-being of the farm family. It recognizes that income alone will not bring a satisfactory living, and that the entire farm family must determine, develop, and carry out the plans for the farm and home together.

Integration

The first requisite to integrating farm and home development with program development and projection is a desire on the part of all extension workers to be of greatest service to rural people and recognize the value of working together on common objectives in rendering such service.

Farm and home development as a method of teaching can be a major force in changing attitudes of participating farm families. We do not, for example, adapt farm and home development phases to 4-H Club work, but rather in the preparation of farm and home development plans, we include the provisions for the welfare and training of young people as a part of the farm and home plan.

A long-range county projection program will have in its content a list of major problems and suggested solutions. It is the responsibility of the county extension agents and the farm families they work with to determine which of the many extension methods developed over the years should be used in the solution of the problem at hand. If the farm and home development method is selected and applied, it automatically becomes an integrated part of the long-range county projected program.

In conclusion, let us say that the farm and home development method, properly used, can contribute, as one link in the chain, to the successful attainment of the projected county program.



To Farm

for increasing their income. They could—

Buy a neighbor's farm and add to their present acreage.

Sell their farm and move to an industrial job.

Get a part-time job to supplement their farm income.

Shift from a cow-calf operation to a delayed calf program.

Sell the beef and buy dairy cows.

They and the agents tested each alternative. They estimated the income, the expense, the net returns, and the advantage and disadvantage of each possible solution. Family and agents all participated in supplying estimates necessary to arrive at financial comparisons. Most of the problems commonly encountered in a similar analysis were encountered here. Estimates were made and reconciled on rates of gain, feed required, yields to expect, and prices and costs that would probably exist. They learned how to use the reference materials available and the agents learned how to question farm families and reconcile differences.

The Grimshaws considered the alternatives for better food storage—a locker in town or a freezer on the farm. The extension staff supplied data on electrical consumption and costs from the local power company. They figured all costs—travel, depreciation, cartons, and other expenses involved.

In each case the agents attempted to bring the family up to the point where they could make a decision—to buy the farm, or get a job—to buy the freezer or rent the locker. Extension stressed that agents' obligation in unit approach work was to:

1. Help families analyze their resources.
2. Help them see their needs, wants and hopes and set a priority on them.
3. Help them analyze the alternatives with the best information at hand.
4. Let the family make the decision.
5. Help develop a plan to take action on the decision reached.

6. Help carry out the plan by being on hand with regular extension help when problems arise.

A few agents went back to their counties and tried out the technique. They reported it was successful. Others plan to use this approach during planning season when questions arise and decisions must be made by farm families.

The family? Four months later, Mr. Grimshaw described his reaction like this: "We wondered at the time how much good it would do for us. We considered so many problems that appeared so far away. Yet, after the session, we bought the farm in question and I got a part-time job. We applied for a loan to buy some cattle, and the loan agent wanted to lend us an added amount to build our house. We needed the cows and decided it would be less difficult to build the house as we went along than to borrow and pay back. So we turned down the loan.

"I believe our reasoning traces back to the stimulation we got from the workshop session. We have studied it with our county agent, Wallace Sjoblom, several times since."

Balanced Farming

sects may be needed to make the family's farm and home development program go.

Services and facilities required to put plans into operation are large in number. Leadership in development of such services and facilities is another job of subject-matter specialists. The major part of the effective effort, as with practically all extension work, is done by county extension workers. Specialists must be ready with ideas and know-how for county workers to use. In some cases, the services and facilities will be for an area larger than one county. Here, training and guidance is clearly the direct responsibility of the subject-matter specialist.

So subject-matter specialists have many responsibilities in making the farm and home development program successful. And in reverse, a successful farm and home development program adds greatly to the adoption of practices taught and encouraged by subject-matter specialists.



M. L. Cox, extension agent in Chase County, Kans., works with the Barrett family on farm-home development.

Families Are Not Tagged

In Cleveland County, N. C.—The extension staff has felt that they could help families more effectively with their problems if publicity is avoided. By not spotlighting these families, it has been easier to blend the work with farm and home development families into the other extension work. In every case they are fitted into the regular extension program.

In the beginning it was necessary to ask farm and home leaders in each of the communities to help make plans for farm and home development and to help select families that might be interested in a more intensive training.

In discussions with families, the farm, home, and family have been recognized as a unit, and this point has been emphasized in home calls. Frequently the first visit to the farm was instigated by the family when they had a definite problem for which they sought assistance. This gave the agents an opportunity to bring into the discussion related problems which in many cases were not recognized as such by the family.

Planned changes in both farm and home afford a good opportunity for husband and wife to face problems together. As families make plans and changes in their farm and home practices, they are inevitably drawn closer together and their problems become shared ones.



Comments From County Extension Workers on Farm and Home Development

Cleveland County families did a good job of keeping records, and after an 18-month period, an evaluation study was made to determine how much progress these families had made with extension help. The figures are more than mere estimates: Home and farm improvements were valued at \$115,000. Changes in dairy-ing increased farm income by \$48,000. Poultry income was increased by \$240,000. Additional enterprises increased farm income by \$12,000. All these plus small enterprises amounted to a total increase in farm income of \$372,000 or \$2,776 per family for the 18-month period.

Our Primary Extension Method

In Wayne County, N. C.—Farm and home development is a primary method of doing extension work. At present, 125 farm families are participating. Special agents work closely with these families, and other agents and specialists assist when a specific problem arises. Most of the teaching has been done with individual family counseling, some in group demonstrations. In our contacts we have helped the families become familiar also with all agricultural agencies in the county.

The majority of the farm families who participate are young. Their farms are average to below average in size and all are full-time farmers. The young people are encouraged to

become 4-H Club members and select projects that fit into the family overall plan.

To introduce the new unit approach, the extension staff explained it to advisory committees, farm organizations, and the public. Media used were organized meetings, radio, newspapers, and personal contacts.

After 2 years, the general opinion in Wayne County is that the farm and home development method is an effective way to teach.

What Kinds of Help Do Families Need?

In Santa Fe, Rio Arriba, and Taos Counties, N. Mex.—All families need some assistance in developing farm and home plans that will satisfy their own needs, desires, and situations. Most families need special help with record keeping and, through farm and home development, much progress has been made in this phase.

Families need continuous information on the latest methods of controlling crop insects, livestock pests, and noxious weeds; of controlling or preventing plant and livestock diseases; on using modern farming methods that will conserve soil and water; and on harvesting and marketing more profitably.

On the home side, families need assistance in a number of ways, such as work simplification, family recrea-

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tion and health, clothing construction and repair, preparation and preservation of foods, and how to buy and care for home furnishings and equipment. Agents get many requests for help with landscaping and rewiring. About half the families have remodeled their homes. Sewage disposal also is a problem in this area.

Whenever it's possible, the women join a home demonstration club and the young folks enter into 4-H Club activities. Up-to-date subject matter by extension specialists, experiment station research staffs, and the U.S. Department of Agriculture are supplied to all cooperator families.

New Hope Converted to Energy

In Whitfield County, Ga.—When it seems impossible to make a "go" of farming, sometimes farm and home development advice and help changes the entire picture. This was the case with the Joe Addis family who live on a 65-acre farm. Several years ago they were struggling along with a 15-cow dairy operation and Mrs. Addis was working in a nearby chenille plant to help meet the expenses.

They were not happy with Mrs. Addis working away from home and their three children, so they sought extension advice. They took stock of their resources and decided to add broilers as a second enterprise. They built a 3,000-capacity house and before long they were realizing a two-way income from the broilers. In addition to the cash income from the sale of broilers, they were get-

ting an increase in forage and corn production brought about by the use of chicken litter on the land.

This enabled them to increase the size of the dairy operation, build another 3,000-capacity broiler house and provide full-time employment on the farm for both Mr. and Mrs. Addis. The three children became interested in the dairy cattle and were given their own calves to raise as 4-H Club projects. Mr. Addis strengthened his dairy program through artificial breeding and joined the local dairy herd improvement association. Thus the technical assistance and counseling provided through Extension helped this entire family to work together and enjoy better family living.

A Family Venture

In Union County, Ga.—Farm and home development experience has taught the P.C. Mahaffeys that farming can be a family operation and a fine way of life as well as a means of earning a livelihood. A 2,500-hen poultry unit producing hatching eggs is the main enterprise on the Mahaffey farm, and the entire family works on the project. Under this setup, Mr. Mahaffey finds time to look after a small grade-beef herd and produce some truck crops and corn.

Community cooperation has been an important factor in making possible the working arrangement on the Mahaffey farm. Swapping the use of machinery with a neighbor has reduced costs enough for specialized equipment to be profitable. Mr. Mahaffey owns a combine, his neighbor owns a corn picker, and each owns half interest in a corn sheller.

What Choices Do We Have, They Ask

In Clay County, Kans.—Kenneth McReynolds, extension agent, says, "Families who really want to stay on the farm and do a good job are those that the farm and home development method can help the most."

Nine out of ten such families, he says, are receptive to suggestions about studying their available resources before making up their minds what kind of a plan to make for the future. Making an analysis of the farm situation is an early step in the program. This shows what resources, such as land, labor, and capital, are available.

McReynolds says, "Families just starting farming usually don't have sufficient resources. Our job is to help them use what they have and to work toward goals the family wants to attain. During the analysis, we learn about the family's preferences in enterprises and the farm's adaptability."

He adds that it is necessary to have a true and complete picture of the family's finances and other resources. To do this, an agent must have the family's confidence. At the first meeting the family learns that all information of a personal nature will be kept confidential, but only in personal calls can agents establish that friendly rapport that engenders confidence.

Another Way To Locate Families

Barton County, Kans.—When the farm and home program was started,



Wendell Moyer, Kansas State College extension animal husbandman (left), meets with five families interested in livestock production. At far right is Ray Etheridge, Greenwood County extension agent, who grouped families by projects for help from State specialists.

interest finder cards were used to select cooperators. These cards had a list of about all the phases of farming and homemaking which people could check to indicate their interest or need for help.

The cards were distributed at public meetings and their purpose explained. Using the cards as a guide, the extension agents checked to see if, in their opinions, the family would be benefited by participating in the program. Both the agricultural and home economics agents, John W. Knox and Marian V. Hester, visited the families and explained the plan.

Personal visits are necessary, especially at first, and State specialists assist in every way possible, according to Knox. But cooperating families are always encouraged to attend educational meetings in the county and join special clubs if they are not already members.

"An Agent Must Listen To Learn"

A Kansas extension agent who works with individual families on farm and home programs says that a solid foundation is basic in developing workable programs and that this cannot be done hurriedly.

"First," says Orville Denton of Montgomery County, Kans., "You have to get the family's interest and its confidence. This usually can be done through a group meeting at which the program is explained and by a followup visit to the farm where the husband and wife and their children talk about their hopes and ambitions.

"In this, the extension agent should do lots of listening. He shouldn't impose his ideas but should show that he has a sincere interest in the family's ideas and remarks.

"You don't want to make any mistakes. The agent's knowledge of the family and the farming situation are highly important before attempting any suggestions," Denton said.

With the background of this visit, the agent has the basis for farm and home enterprise suggestions. In their next meeting the details about enterprises which fit the farm and the family's abilities can be discussed.

While he makes concrete suggestions about possible enterprises, Denton is careful not to make decisions

—these are left solely to the family. When the family has decided which projects to undertake, Denton works closely with the family in getting the projects started. He follows up frequently to see that mistakes are not made in management and other areas.

It has been Denton's experience that families with which he works intimately develop into better "extension" families and become good demonstration families in the community.

Soil Tests Helped

In Buffalo County, Nebr., Dale Stubblefield saved \$1,275 in fertilizer expenses as a result of the more intensive attention to detail that grows out of farm and home development work. It came about when Dwight Baier, associate county agent, centered attention of cooperating farmers on corn production practices in the area. Many farmers were applying phosphate fertilizers to soils already high in this nutrient.

Stubblefield had 220 acres in corn on land which, when tested, was found amply supplied with phosphate. Formerly, he had been using 100 pounds of fertilizer per acre at a cost of \$5.76. As a result, Stubblefield eliminated the fertilizer, and saved \$1,275 plus the cost of application.

More Technical Proficiency

In farm and home development, the Lloyd Schaben family of Furnas County, Nebr., learned more about technical proficiency. The Schabens became cooperators in April 1955 and immediately began to improve their dairy practices. In August Mr. Schaben started keeping individual records on the cows to see if each was paying her way.

He began feeding a better ration and more of it, and sales increased. At the beginning of this period, there were 20 milking cows. Recently seven were culled. This lowered total production slightly but raised the efficiency of the remaining cows and cut feed costs substantially. The former herd bull has been replaced with another of a higher production record.

One of the Schaben family's goals

is to build the milking herd to 30 cows. Another is to increase average production per cow. Some of the money from sales of low-producing cows will be used to buy better ones. This improved feeding, selection, and breeding is expected to bring them to their goal. A bulk tank was purchased last fall for milk storage, another step in modernizing the dairy plant.

Sample Success Story From Tennessee

The Roy Sparkmans, Van Buren County, Tenn., started 3 years ago with a small, abandoned farm and home, and only a little capital. They are making steady progress in putting together the many elements of farming and homemaking into a richer pattern worked out with extension help in farm-home development work.

Their plan included not only long-time goals for income and achievement, but also listed specific objectives year by year. "This helps us get things done," Sparkman points out. "These plans give us something definite to work on each year in making progress toward the kind of farm we want and the life we want for ourselves and our children."

Sparkman also declares that in studying their resources and possibilities with County Agent Doyle Hinds, Home Agent Crocia Roberson, and extension specialists many ideas were brought out that "we would never have thought of by ourselves." The development program, he feels, is "keeping us from making a lot of mistakes we might have made otherwise."

Their longtime plan is for a grade A dairy, cattle being increased as the soil is built to support them with high-quality forage and feed crops; a substantial income; and a good home and satisfying family life. The eyes of the entire neighborhood are on the family as it moves forward on its plan to transform the onetime "haunted house" and brush-grown, eroded farm into a real asset to the community. The progress the Sparkmans are making is an inspiration to the extension agents as they see the results of their help on this farm and its influence on others in the community.

After 2 Years With Farm and Home Development....

Winston County, Miss., staff says:



The home and the farm are likely to receive equal consideration in farm and home development when both agricultural and home agents work together with the family.

by DUANE B. ROSENKRANS, JR., *Leader, Extension Information, Mississippi*

FARM families don't take part in a voluntary educational program unless they are "sold" on it. That was part of our job when farm and home development, named in Mississippi the balanced farm and home program, was started here only a little over 2 years ago. Among the 12 counties where the idea of the unit approach was first introduced, Winston County leaders provided particularly good support.

When Winston County was offered the opportunity to participate in this intensive program, the district extension agents and county agricultural and the home demonstration agents met with the county board of supervisors. They explained what the program was expected to accomplish and how it would work. They pointed out that in accepting the 3 additional extension agents, 2 men and a woman, the county would have to provide more funds for Extension, mostly for equipment. The board of supervisors agreed.

The county workers, with the continued help of the district agents, next invited 38 businessmen and women, all residents of the county-seat town of Louisville, to a meeting.

They explained how this program should improve family living and increase farm income which makes cash registers ring more often in town, thus helping everyone.

The third special meeting was with organized farm leadership, some 20 officers and directors of the Winston County Farm Bureau, who endorsed the program.

The time had now come to explain the program to the farm families. This was done by the county extension staff at regular meetings of the 10 organized rural communities and 13 home demonstration clubs. For these groups, they went into greater detail. They introduced the general philosophy of the unit approach, emphasizing that the problems of the home and of farm production are so closely united that they must be worked out together.

With interested families ready to apply for this assistance, and with the new associate agents on hand to help them, only one major job remained to be done before the program could be launched. An advisory council was set up to help choose the families for starting the program. It was important for participating fam-

ilies to be well distributed throughout the county, since these families would influence their neighbors and multiply the benefits of the program.

Representative Council

The advisory council in Winston County consists of 3 farm women, 5 farm men, and 4 businessmen. There is a chairman, vice chairman, and a secretary.

The secretary, who is the local editor, thoroughly understands the program and has made extensive use of his paper in explaining it to the public. With their permission he prints pictures and articles about progress of families. Some of this is done in cooperation with the State extension information department. Only a few months after the program started in Winston County, the State office gathered information about it that was used in daily newspapers statewide and in national agricultural publications.

The county staff has requested and received assistance from several State extension specialists in connection with special problems facing farm families in the program. In addition, some of the specialists regularly send

the associate agents letters about timely practices.

There are currently 96 families enrolled in the balanced farm and home program in Winston County. They applied for this assistance with no more persuasion than has just been described. Only 2 families have dropped out of the program, 1 because the man changed to off-farm employment, and the other by becoming a part-time farmer.

From their 2 years' experience with the intensive program, the Winston County staff has several useful suggestions.

The agent must first gain the confidence of the family before much can be accomplished. He does this by repeated visiting. While doing so, the agent learns more about the farm and the home and usually renders some assistance with current problems.

"The more you get to visit a family, the more cooperation and participation you get from them, and the more they will want you to come back," says Mrs. Mary P. Young, associate home demonstration agent.

Agricultural Agent Edgar L. Sessums states, "To do extension work you've got to get out with the people. You can't do it in the office. We have to keep records enough to know what we are doing, but getting out with the people is the most important thing."

"The farmer must be sold on the need for improvements in the home and all phases of family living, including health, security, education, and recreation," Mrs. Young emphasizes. The way to approach this is for both agents, agricultural and home demonstration, to visit the farmer and his wife together. This is necessarily done during a slack season on the farm. Later, and on other occasions, the agents can make individual visits.

Bringing the homemaker into decision-making, if she has not been doing this, is of major importance. "It means a lot to the home side for the farmer to see and understand that the men and women agents are working together for the overall good of the farm family," Mrs. Young adds.

Much of the planning assistance given to participating families must be conducted individually, rather

than in groups, the Winston County staff believes. This is so because confidential financial matters are involved.

Many Winston County farm families have made desirable changes as a result of seeing their needs more clearly, the agents report. As the results on participating farms become more noticeable, the influence of this program is spreading far beyond the 96 families already enrolled.

extension worker took turns discussing the various phases of farm and home development, while the other worker circulated from couple to couple as assistance was requested.

At the second meeting, crop and pasture yields and balances as well as crop and fertilizer recommendations were discussed and the new cropping program started. The health, housing, clothing, and home furnishing needs of the family were developed.

At the third meeting, the livestock feed budget and new livestock program was worked out. The family spending plan and the household equipment needs, as well as recreational needs and community responsibilities of the family, were considered.

At the fourth meeting, an effort was made to balance crop and livestock. Income and expenses of the old and new plans were estimated. Production factors, such as size of business, crop yields, production per animal, labor efficiency, diversity of business, and quality of land, were given careful consideration.

The family spending plan and how the improved income would help to meet family goals were likewise taken into account.

At the fifth meeting, credit, insurance, parent and son agreements, leases, and buymanship were the topics of discussion. Families did a large amount of the figuring at home, so that more time could be devoted to a review of previous meetings and to answering questions.

As a result of farm and home development, the home economics women's meetings have increased and attendance at countywide meetings has grown. The 4-H Club enrollment has increased, too, since farm and home development meetings started. In the past, the women have kept very few financial records of home expenses and income. Now there's wide interest in knowing where the family money is going. The relative returns and investment in farm and home equipment or furnishings is given more consideration.

Farm and home planning families have learned to "push the pencil" and weigh the possibilities of alternate plans. United, the family gives recognition to priorities and acts to get results.



Learn in Groups

(Continued from page 184)

ing to have others struggling with similar problems, and it gives the endeavor more prestige and helps to build confidence among those taking part.

During the first year we actually had 5 meetings each with 2 of the 14 groups, and 4 meetings each with the other 12. One hundred and ten different farm families attended at least one meeting, 63 families completed the full program, and a total of 627 persons attended 61 meetings.

At the first meeting we discussed goals, labor force, and efficiency, and took inventory on the farm; while on the home side, we talked about human resources and goals, and how to start a family plan.

Families were seated at separate tables in the home, school, or grange hall, and a county worker at the blackboard guided their use of the Pennsylvania workbook. A hypothetical farm or home problem was used as an example. The county agricultural agent and home economics ex-

A New Opportunity for Dairy Farmers



9 out of 10 dairy farmers in the U.S.A. keep no production records of their herds or of individual cows.

50 years of experience with the Dairy Herd Improvement Association plan shows that there is no substitute for production records in managing and improving a dairy herd.

Weigh-a-Day-a-Month plan is a national effort to help both small and large dairy herd owners who are not now testing to increase their efficiency and profits through the use of low-cost production records as a management tool.

—Ezra T. Benson, *Secretary of Agriculture*.

EXTENSION AGENTS can provide the leadership needed to help farmers make full use of the

WEIGH-A-DAY-A-MONTH PLAN